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Can Artificial Intelligence Write News: A Research on Determining The Effect of Artificial Intelligence on News Writing Practice

Yapay Zekâ Haber Yazabilir mi: Yapay Zekânın Haber Yazma Pratiğine Etkisinin Belirlenmesi Üzerine Bir Araştırma

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ABSTRACT: Artificial intelligence (AI) has integrated into human life and brought many innovations and conveniences. AI, which is used in many different fields, is also used in the media field and provides significant advantages. Especially tasks that are simpler and based on numerical data are done through AI rather than human power. Thus, AI saves time and speeds up the process. However, it is still unclear what and how well AI does. In this context, it is significant to determine how successful AI is in news writing. The research aims to compare news written by expert journalists with those written by ChatGPT. The study aims to determine the extent of similarity between the two types of news and, in this context, assess how closely AI contributes to accurate news production. The study sample consists of 30 individuals, including 10 expert journalists, 10 second-year journalism undergraduates, and 10 regular users. The research is a qualitative study, and the purposive sampling method was employed to determine the sample group. In the study, data related to news written separately by expert journalists and ChatGPT in three different categories: traffic accidents, fires, and murders, were collected through a survey method. The data were obtained through in-depth interviews with participants. In conclusion, it was observed that news written by AI didn't adhere to the 5W1H rule, included commentary, had incorrect use of punctuation marks, and expressions were significantly distant from the news format.

Key Words: *Journalism, News, Digitalization, Artificial Intelligence, Virtual News*

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Öz: Yapay zekâ insan hayatına entegre olarak birçok yeniliğin ve kolaylığın kapısını aralamaktadır. Bankacılık, tıp, eğitim, pazarlama gibi farklı alanlarda kullanılan yapay zekâ medya alanında da kullanılmakta ve önemli avantajlar sağlamaktadır. Özellikle daha basit ve sayısal verilere dayalı işlerin insan gücünden ziyade yapay zekâ aracılığıyla gerçekleştirilebilmesi, böylece zamandan tasarruf sağlanması ve işleyişe hız kazandırması gibi sebepler yapay zekâ araçlarının kullanımını yaygınlaştırmaktadır. Ancak yapay zekanın neleri yapıp neleri henüz hakkıyla yapamayacağını tespit etmek zaman alacak gibi gözükmektedir. Bu bağlamda kamu yararı ekseninde büyük öneme sahip olan haber yazımı konusunda yapay zekânın ne kadar kabiliyetli olduğunun belirlenmesi önem arz etmektedir. Araştırmanın amacı, haber üretimi kapsamında alanında uzman gazeteciler tarafından yazılan haberler ile yapay zekâ teknolojilerinden biri olan ChatGPT tarafından yazılan haberlerin karşılaştırması yapılarak ne oranda benzerlik gösterdiklerini ve bu bağlamda yapay zekâ teknolojisinin doğru haber üretimine ne kadar yaklaştığını/katkı sağladığını belirlemeye çalışmaktır. Örneklem, 10 uzman gazeteci, 10 gazetecilik 2. sınıf öğrencisi ve 10 normal kullanıcı olmak üzere toplam 30 kişiden oluşmaktadır. Araştırma nitel bir çalışma olup örneklem grubu amaçlı örneklem yöntemi kullanılarak belirlenmiştir. Çalışmada trafik kazası, yangın ve cinayet haberi olmak üzere 3 ayrı kategoride uzman gazetecinin ve yapay zekâ uygulamasının ayrı ayrı yazdığı haberlere ilişkin veriler anket yöntemiyle toplanmıştır. Veriler, -10 uzman gazeteci, 10 gazetecilik 2. sınıf öğrencisi ve 10 okuyucu-kullanıcıdan oluşmak üzere- toplam 30 katılımcıdan derinlemesine görüşme yöntemi ile elde edilmiştir. Çalışmadan elde edilen temel bulgulara göre, yapay zekâ tarafından yazılan haberlerde, 5N1K kuralına uyulmadığı, haberde yorum yapıldığı, noktalama işaretlerinin yanlış kullanıldığı, ifadelerin haber formatından oldukça uzak olduğu tespit edilmiştir.

Anahtar Kelimeler: *Gazetecilik, Haber, Dijitalleşme, Yapay Zekâ, Sanal Haber*

INTRODUCTION

The emergence of the 'information society', which defines today's conditions and society and is considered a new revolution, has occurred with technological developments and the positioning of these developments at the center of human life. With technological developments, 'information' has become very significant, information production has gained value and the 'informed human model' has emerged. Thanks to new communication technologies, a transition has been made to a post-industrial society, and the existence of information has been accepted as a new model of wealth and power. Today, individuals are surrounded by new technologies, and many tasks, from family life to business life, are carried out within the scope of information technologies. Technological developments, which transform society in economic, social, political, and cultural contexts and put it in a process of constant change, have now established a new world order called 'information society', where the notions of 'information' and 'informed individuals' mean wealth and power (Selvi, 2012, p. 198-199).

Technological developments and digitalization caused a broad and radical change process that spread to all segments of society. The media has also been affected by all these changes and transformations and has entered a new structuring process in which technology, especially digitalization, is at the center. Digitalization is defined as the conversion of analog data into signals that can be transferred, processed, and stored in electronic forms (Ormanlı, 2012, p. 32). Many fields in human life have reached the limitlessness of time and space with digitalization; thus, it confirmed Marshall McLuhan's notion of the global village. The notion of the global village is an expression that suggests that with the development of technology, the world will turn into a global village without any time and space limitations, and communication methods will diversify and become easier accordingly. It can be said that the world has truly turned into a global village within the scope of today's communication technologies.

Mass media tools that emerged with digitalization and are equipped with new features are also of great significance at this point. Media is now divided into two: traditional and new. While traditional media refers to mass media such as television, newspapers, and radio; New media refers to a new, unlimited, and virtual world with many variables. According to Rogers, new media has three basic features; these are interaction, demassification, and asynchronization (Yanık, 2016, p. 902). The interaction feature of the new, unlimited, and virtual world, described as new media, is related to the transition of users from passive to active position. As it is known, within the scope of traditional media, viewers/users are passive or semi-passive towards media content. Although there are approaches in traditional media within the framework of media theories that try to turn the audience from a passive position to an active position, the desired activeness has not been achieved. With the new media process, the viewer/user has become both a consumer and a producer. This situation is explained by Alvin Toffler's notion of "prosumer". While consuming media content, the viewer/user now becomes a producer by interacting with

that content (Seçil, 2016, p. 28). The demassification feature is the provision of personalized content to media users as one of the features of new media. Asynchronization is about the disappearance of time limits. In this context, many changes and transformations are taking place in society with technological developments, the emergence of the internet and new media, and more are expected to continue.

Another development that makes human-machine interaction possible in line with technological developments is artificial intelligence technology. The notion of artificial intelligence is defined in various ways by many scientists. McCarthy (Çeber, 2023, p. 29) and Copeland (2024) define artificial intelligence as machines behaving intelligently like humans, reasoning, and learning on their own. Shankar (2018, p. 6) states that artificial intelligence is machines consisting of software, algorithms, and systems. In this regard, it can be said that artificial intelligence software systems, techniques, and algorithms are the basic elements of artificial intelligence. Artificial intelligence has techniques and algorithms such as "expert systems, genetic algorithm, fuzzy logic, machine learning, deep learning" (Pirim, 2006, p. 87-89; Jarrahi, 2018, p. 577-578). Firstly, one of the most significant techniques of artificial intelligence is expert systems, and expert systems are defined as a computer system that can solve a situation related to a subject in the same way as an expert in the field solves it and includes both machine and human intervention (Çeber, 2023, p. 37; Tektaş, Akbaş, & Topuz, 2002, p. 2). Secondly, genetic algorithm, refers to an evolutionary modeling based on the theory of survival in the Darwinian context, and in this modeling, no past data is loaded into artificial intelligence; Using the principles of natural selection and natural genetics, artificial intelligence conducts experiments and the data with the highest suitability survive (Köroğlu, 2017, p. 8). Thirdly, Fuzzy logic is an artificial intelligence algorithm that is used to process human data and expertise and thus gives machines the ability to work, and it can also be expressed as the processing of verbal expressions in a mathematical language in a computer environment (Çeber, 2023, p. 39). Machine learning, on the other hand, is at a lower level of artificial intelligence and the upper level of deep learning and refers to an algorithm that improves through experience. Accordingly, in machine learning, it is possible to learn new things by feeding on data (Gökalp, 2022, p. 4). Finally, deep learning is a model that can self-learn with data, and it is also expressed as the formation of artificial neural networks by combining these artificial nerve cells layer by layer (Atalay & Çelik, 2017, p. 162).

Artificial intelligence technology uses all these techniques and algorithms mentioned above functionally in many fields. Due to the topic of the study, it may be appropriate to mention the artificial intelligence-mediated communication model in the context of artificial intelligence and media relations. The artificial intelligence-mediated communication model can be expressed as an intelligent vehicle achieving communication goals by producing messages (Hancock, Naaman, & Levy, 2020, p. 89). Chatbots, which are widely used today, are considered as artificial intelligence-mediated communication models. This model, also called a chat robot, is an artificial intelligence tool that interacts with users using natural language on a topic they want (Huang, Zhou, & Yang, 2007, p. 423). In addition to chatbots, there are artificial intelligence-mediated communication models also called personal assistants. Assistants such as Google Assistant, Apple Siri, and Samsung Bixby can be given as examples. These artificial intelligence-based personal assistants have functions such as answering users' questions, offering suggestions, and executing certain specified commands (Gülşen, 2019, p. 418). Another field where artificial intelligence technology is used is social media. In social media applications such as Facebook, Instagram, Twitter, and LinkedIn, artificial intelligence technology offers users a personal experience through algorithms such as personalized content sorting, suggestion, and categorization. The effects of artificial intelligence technology on cinema are evident in many areas, from thematic elements to the method of production. It is possible to save cost and time in film production through artificial intelligence technology and it can be said that determining audience habits and preferences in advance and making it possible to produce films accordingly is a revolution for the cinema industry. In addition, artificial intelligence technology has caused significant changes in the advertising and marketing industry. Providing suggestions for the user and offering personalized products by learning customer preferences through artificial intelligence algorithms can be considered among the most important positive effects that artificial intelligence brings to the sector in question (Shen, 2014, p. 414). Another field affected by technological developments, digitalization, and subsequently artificial intelligence-mediated models is journalism. Journalism, which has a significant place in the context of mass communication, has gained various opportunities such as data journalism, VR journalism, and drone journalism with technological developments. Today, with the development of artificial intelligence technology, a new era of journalism has emerged, also

referred to as robot journalism, artificial intelligence journalism, and automatic journalism (Kocabay, 2021, p. 218). Thanks to this new era of journalism, newspaper news can be written by artificial intelligence tools through artificial intelligence algorithms, saving time and money. However, it can be said that this new era of journalism brings with it some problems such as ethical, accurate, and objective news production.

Recently, many studies have been carried out on the relationship between artificial intelligence and media and artificial intelligence journalism. In addition, discussions have emerged on the effects of artificial intelligence on the journalism industry and news writing practices. Akyazı (2018, p. 27), in her study titled "Digitalization in Journalism and Its Reflection on News Production: Robot Journalists", states that media organizations produce news with robot journalists and as a result, there are situations such as a reduction in the number of employees and layoffs; She argues that robot journalists can't completely replace human expertise. According to her, robot journalists do not have the skills such as deep analysis, interview, reportage, ethical concern, objectivity, and research that human expertise can do. Journalism is a profession where creative thinking is intense, and artificial intelligence technology is far from creativity. Bulut (2020, p. 310), in his study titled "Media in the Digital Age: Machine Learning, Algorithmic Reporting and the Dysfunctional Human Problem in Journalism", states that robot reporters are used in the journalism sector thanks to artificial intelligence technology and refers to the fact that this situation means that sector employees must learn the relevant technology. Etike (2023, p. 602) states in her study titled "Artificial Intelligence and News Production Process: Definitions and Applications" that journalism has entered a dramatic transformation process with the influence of artificial intelligence technology. She states that, in addition to notional confusion in the literature, journalists are in the process of learning artificial intelligence technology, and that artificial intelligence is no longer a simple and easy-to-use template but has become a dynamic and learning-based technology. She states that in the journalism sector, artificial intelligence technology is used to support the news production process and increase efficiency. Etike (2023, p. 425-426) in her study titled "Artificial Intelligence Technologies in News Centers in Turkey: Journalist Experiences and Perception" interviewed expert journalists about the discussions on artificial intelligence technology and, as a result, she found that journalists in Turkey mostly focus on the employment of journalists, the impact of artificial intelligence on the quality of journalism, and the basic principles and values of journalism. In addition, she concluded that no matter how efficient the algorithms and techniques are, human expertise is very important in the design, progress, and monitoring of the process. Ay (2023, p. 431-432) in her study titled "Journalism 4.0: A Review of Current Examples of Artificial Intelligence Journalism", emphasized that artificial intelligence can't eliminate the human factor and that human expertise is essential in the context of journalism ethics and values. It can be said that one of the biggest concerns about the relationship between artificial intelligence and media in the literature is about employment and journalistic ethical values. In this regard, comparative research was conducted to determine the impact of artificial intelligence technology on news production practices; In line with the data obtained from the research, an inference was tried to be made regarding artificial intelligence journalism and expert journalism practices.

Within the scope of the topic of the study, it is thought that all these developments also affect news production and consumption in the context of media content. It is necessary to touch upon the phenomenon of journalism in the context of digitalization to understand the effects of technological developments and digitalization on news production and consumption.

1. Digitalized Journalism

In recent years, one of the areas most affected by informational and technological developments has been the media and journalism sector. The communication and media industry has occupied an important position in the life of the individual with new platforms and applications. Within the scope of journalism, while digitalization provides unlimited information resources to journalists; it also causes the journalist to reduce himself to the position of a 'powerless intermediary' in the professional sense (Bordoel & Dueze, 2001, p. 92). A profession called 'online journalism' has emerged within the scope of the journalism profession with the development of technology. Online journalism is generally digital journalism that researches, compiles, and then publishes original news on the internet. It has many aspects in common with the traditional journalism profession, but its main distinguishing feature is that it is online. Technological opportunities such as interaction and intermediality that come with digitalization and the extent to which these opportunities are utilized are directly related to the success to be achieved in the context of online journalism.

The profession of journalism constantly changes and transforms with digitalization. In this context, the most obvious reflection of changes and transformations in publishing is the 'fastness' provided by the internet. Technological developments enable the acceleration of many phenomena and oblige individuals and professions to 'be fast'. Speed, which is a result of the technological age, has pushed the media and journalism sector to become even faster. Instant news has gained importance within the scope of fast communication, and news production and distribution have become a necessity at every moment and every second. Considering that the society is an information society, it can be said that fast communication is a normal necessity in this era. This speed has become so significant that within the scope of instant news production, news reporters abandon traditional news collection and production, share instant information through social media tools, and compensate for any inaccuracies in the information shared with subsequent confirmation. This indicates that the journalism profession has transformed in the context of rapid communication with digitalization, and digital journalism, a new type of journalism, has become widespread.

One of the significant innovations provided by the transformation of the journalism profession is 'interaction'. Social relations have become intertwined with the development of technology and interaction has become more intense in such an environment. The target audiences of the news are not just receivers of the news, as in the traditional period; At the same time, they affect many factors, from the production of the news to the content of the news and even the subjects of the news. In this context, while this interaction situation is a problematic issue for traditional journalism, it is a normal situation for digital journalism.

An ordinary individual can now produce news with the effect of digitalization. Thanks to the phones with advanced cameras that everyone has, everyone can become a reporter or cameraman of the event they witnessed and produce news, and publish the news on social media. From another perspective, during any witnessed event, individuals can reach journalists via social media, give them relevant information, and direct journalists to the event they witnessed. In addition, with digitalization, new, unmanned, automatic technologies have emerged, and thus, new technology has begun to remove everything traditional from human life, one by one. The most significant example of this is artificial intelligence technologies. Today, artificial intelligence technologies are beginning a new era, shaking the reality of the existing world, and adding a new dimension to news production. Therefore, such developments in technology cause various questions to be asked and answered in the context of traditional and digital journalism, such as 'Is traditional journalism close to the end? Can artificial intelligence write news as well as an expert journalist? Does artificial intelligence take ethical values into account in news production?'.

2. A New Era: Artificial Intelligence Journalism

New technologies have become important in making individuals' lives easier with the emergence of the information society and digitalization. Developments that push the boundaries of technology have opened the doors to a new era, and this era has been seen as a digital revolution. In this context, new technologies have gone beyond helping the individual in making his life easier and have reached a position where they function as a subject instead of the individual.

It is known that people such as Alan Turing and John McCarthy, who made significant contributions to the development of artificial intelligence today, conducted research on artificial intelligence dating back to the 1950s, and McCarthy defined the notion of artificial intelligence as machines acting intelligently similar to individual's behavior (Çeber, 2023, p. 29). In addition, Alan Turing asked, "Can machines think just like humans?" and started artificial intelligence discussions by making the phenomenon of intelligence open to discussion (Sucu & Ataman, 2020, p. 42). Since artificial intelligence is an interdisciplinary field, it has become a topic of study in many scientific fields. It can be said that the notion of artificial intelligence is generally defined as machines that imitate human characteristics and act intelligently like humans. Artificial intelligence is defined as machines that act intelligently like a human and perform the tasks of understanding, perceiving, learning, and acting accordingly (Wirtz, Weyerer, & Geyer, 2018, p. 4).

Artificial intelligence with today's technological opportunities is much more than a machine designed to imitate human behavior by acting intelligently like a human. Artificial intelligence now finds its place in many

different fields; It operates in many different branches such as media, marketing, and driverless cars (Güney & Yavuz, 2020, p. 423). The usage of artificial intelligence technologies, especially in the field of communication and media, may have opened the doors to a new era in news production. The intense news traffic of internet news sites is mentioned within the scope of the media sector, and in this context, it is known that the opportunities of artificial intelligence are used in the news production process. One of these is the Search Engine Optimization (SEO) system. SEO is a system preferred by institutions and organizations that compete on the internet to position their websites at the top of search engines. In addition, these websites are improved through SEO and structured for the target audience, so it is provided greater visibility (Bulut, 2019, p. 1090). In this period when accessing information is very easy and fast, studies on search engines have found that users' interest in the results decreases after the third page of the search results pages, and institutions and organizations are acting accordingly (Vuran & Alpkoçak, 2020, p. 492). Therefore, it can be said that the SEO system optimizes a website according to search engines, enabling the relevant website to rank higher and thus attract more visitors thanks to its greater visibility, and institutions and organizations use the SEO system for this purpose (Yurdakul Başok & Bat, 2011, p. 50). It is known that the SEO system has been included in the news industry as a new production method and application in the last few years with today's technology and has a direct impact on the context of journalism (Giomelakis & Veglis, 2015, p. 23). In this regard, it is known that artificial intelligence systems, which are used to access newsworthy information from unlimited data and produce news, have developed Search Engine Optimization (SEO) Journalism as a new type of journalism (Özel & Deniz, 2018, p. 177). Artificial intelligence systems are used in the news production process to obtain data such as how many daily visitors the news sites receive, certain demographic characteristics of the visitors, and which contents are searched most in search engines within the scope of SEO journalism. Target-oriented news production is carried out in line with this data. The main issue in SEO journalism is to earn advertising by increasing clicks on news sites and thus generating financial income (Öngel, 2023, p. 529). In addition, it has now become possible for artificial intelligence technologies to produce news automatically thanks to algorithms. News production can be carried out without or with minimal intervention from the journalist with artificial intelligence systems such as Wordsmith, Quill, and Quake Bot, working through the Natural Language Generation (NLG) system (Öngel, 2023, p. 529). Bulut (2020, p. 299) claims that news produced in the context of algorithmic journalism is not much different from news produced through humans. In addition, Dörr (2016, p. 700) states that artificial intelligence technology can produce news as if it were human made, thanks to the NLG system. Leading news organizations such as The New York Times, Yahoo, Forbes, and The Washington Post benefit from artificial intelligence systems in the context of automatic news production and make it possible to experience a convergence between media and information technologies by employing software, informatics, and technology experts (Öngel, 2023, p. 529).

In this context, the issue that needs to be considered in the news format produced by artificial intelligence as if it were produced by human hands is whether the rules and principles of journalism are perceived and applied by artificial intelligence. Therefore, it should be discussed to what extent ethical principles and rules such as news objectivity, objective attitude, the base of the news, looking at the news professionally and not making any comments other than providing information are applied by artificial intelligence.

3. Ethics Committee Permission

Data for research is collected with the permission of Karabuk University Social and Human Sciences Research Ethics Committee; dated 22.12.2023, numbered E.304346.

4. Method

Media has entered a serious change and transformation process with technological developments and digitalization. New media channels have emerged, social networking platforms have been discovered, and artificial intelligence applications have been developed and spread across every sector. Therefore, one of the sectors primarily affected by artificial intelligence technologies has been the media. Thanks to today's technology, it is possible to imitate someone else's voice as closely as possible through artificial intelligence applications. Even people who are no longer alive can be made to talk on a screen as if they were still alive. Therefore, as artificial intelligence technology progresses towards a tremendous point, of course, one shouldn't make the mistake of thinking that this progress will always be positive. Because it is known that news production is now carried out using artificial intelligence applications in line with digital journalism. The production of media content without

the human factor can be quite risky in a field such as news production, which has a lot of responsibility and a very intense impact. The topic of this research is the usage of artificial intelligence applications within the scope of news production and the similarities and differences between artificial intelligence news and news written by expert journalists. In this direction, the questions tried to be answered within the scope of the study are as follows;

Q1: How successful is artificial intelligence technology in the context of professional news production?
Q2: Do the news produced by artificial intelligence applications comply with the principles of journalism?
Q3: Can readers understand that news created by artificial intelligence applications is created by artificial intelligence?
Q4: According to readers, which news text is more suitable for them?

This research aims to try to determine to what extent the news produced by artificial intelligence within the scope of news production is like the news written by expert journalists and how close artificial intelligence technology comes to accurate news production. Within the scope of this study, expert journalists and ChatGPT which is artificial intelligence technology wrote separate news in the categories of traffic accidents, fire, and murder. Data regarding this news were obtained by in-depth interview method from a total of 30 participants, consisting of 10 expert journalists, 10 second-year undergraduate journalism students, and 10 regular users. The in-depth interview method is to obtain detailed information about a subject within the scope of questions asked by the relevant person or people (Aziz, 2022, p. 80-81). The scope of the research consists of a total of 30 participants, including 10 expert journalists, 10 second-year journalism undergraduates, and 10 regular users. The sample group of the research was determined using the purposeful sampling method. Purposeful sampling is when the researcher samples people from the researcher's environment until a certain number is reached by the researcher's purpose (Aziz, 2022, p. 52). The research is a qualitative study, and the model of the research is the precedent scanning model, one of the scanning models. Although the precedent model is also known as a "case study", it is a research model used to make a detailed description of a particular phenomenon, and this model can be used in both quantitative and qualitative research and is sometimes referred to as "descriptive research"; because an existing situation is tried to be explained and described by presenting it as it is in Descriptive Research (Şimşek, 2018, p. 93).

4.1. Collection of Data

The interview was chosen as the data collection method. An interview form containing news texts in three different categories and consisting of semi-structured questions was used to obtain the data. There are 6 news items in the form, 3 of which were prepared through the artificial intelligence tool ChatGPT and the other 3 were prepared by an expert journalist. News content consists of three separate categories: traffic accident, fire, and murder. During the preparation of the interview questions, three expert opinions were consulted regarding the clarity and understandability of the questions determined in line with the aims of the research, and after the necessary revisions were made, the interview questions were finalized. Preliminary interviews were held with the participants to ensure that they were informed about the study, and their voluntary participation in the research was taken into consideration. During the interviews with the participants, notes were taken by the researchers, and in addition, the data was supported by voice recordings. Before recording, permission was obtained from the participants, and care was taken to avoid any ethical problems.

4.2. Analysis of Data

Content analysis, one of the qualitative research methods, was used in the analysis of the interview data obtained. For validity in qualitative research, it is important to include direct quotes from the interviewed participants and interpret the findings based on these opinions. In this study, validity was increased by using verbatim quotes from the participants. Reliability, on the other hand, is asking experts who know the subject under study to examine the research from various dimensions (Yıldırım & Şimşek, 2021, p. 291). In this regard, the reliability aspect of the research was tested by two lecturers from the field.

5. Findings

News texts were written in 3 different categories (traffic accident, fire, and murder) by the artificial intelligence application ChatGPT program and an expert journalist within the scope of the study. These news take part in two

separate sections on a form. The forms containing the news were read by 10 expert journalists, 10 second-year journalism undergraduates, and 10 regular users. Questions such as "Which news was more understandable, which news was written more simply, which news looked more professional, which news could have been created with an artificial intelligence program, which news they would prefer to read more, what differences were perceived between two news" were asked and the opinions of participants were taken. This process was repeated for 3 different categories. Participants were coded as P1, P2, P3, etc. in the context of this study. Information on the demographic characteristics of the participants who contributed to the research voluntarily within the scope of the study's sample is as follows;

Table 1: Demographic information of participants

Participants	Gender	Age	Profession
P1	Female	47	Expert Journalist
P2	Male	41	Expert Journalist
P3	Female	45	Expert Journalist
P4	Female	43	Expert Journalist
P5	Male	45	Expert Journalist
P6	Male	35	Expert Journalist
P7	Male	45	Expert Journalist
P8	Female	48	Expert Journalist
P9	Male	34	Expert Journalist
P10	Male	36	Expert Journalist
P11	Male	20	Second-Year Journalism Undergraduates
P12	Female	19	Second-Year Journalism Undergraduates
P13	Male	23	Second-Year Journalism Undergraduates
P14	Female	19	Second-Year Journalism Undergraduates
P15	Female	20	Second-Year Journalism Undergraduates
P16	Female	20	Second-Year Journalism Undergraduates
P17	Female	21	Second-Year Journalism Undergraduates
P18	Female	20	Second-Year Journalism Undergraduates
P19	Female	20	Second-Year Journalism Undergraduates
P20	Female	21	Second-Year Journalism Undergraduates
P21	Female	28	Regular User (Lawyer)
P22	Female	25	Regular User (Doctor)
P23	Female	28	Regular User (Housewife)
P24	Male	39	Regular User (Academician)
P25	Female	50	Regular User (Worker)
P26	Male	59	Regular User (Retired)
P27	Female	58	Regular User (Housewife)
P28	Male	28	Regular User (Mechanical Engineer)
P29	Female	29	Regular User (English Teacher)
P30	Male	51	Regular User (Retired)

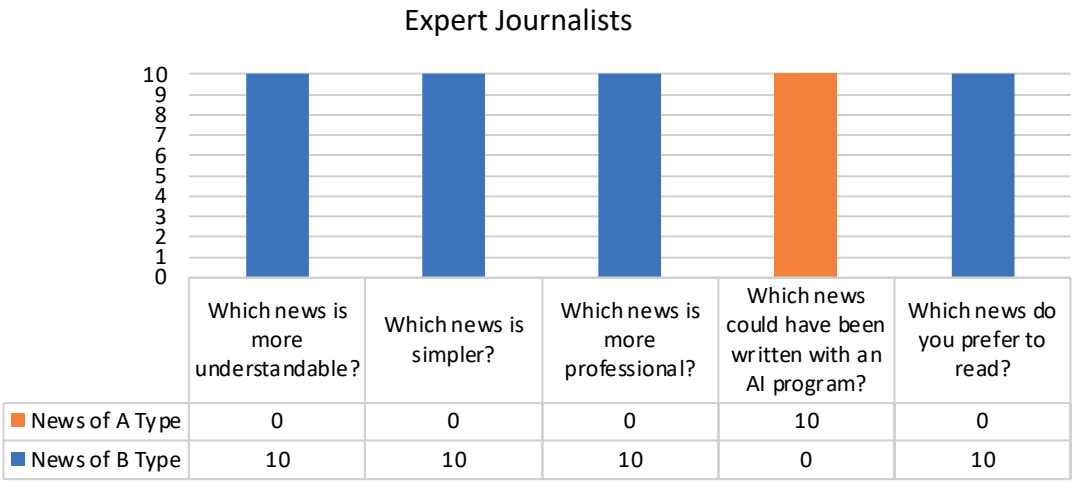
Firstly, 10 expert journalists among the participants (P1, P2, P3, P4, P5, P6, P7, P8, P9, P10) were asked to read two news in the same category written by ChatGPT and an expert journalist. Then, they were asked questions such as which news was more understandable, which news was relatively simple, which news looked more professional, which news could have been created with an artificial intelligence program, which news they would prefer to read and what are the differences between these same two news which were written with different production methods. The same process was repeated for three different categories of news types. According to the data obtained from 10 expert journalists who were determined to be between the ages of 34-48, all the

expert journalists (P1, P2, P3, P4, P5, P6, P7, P8, P9, P10) believed that the news' written by an expert journalist was more understandable and simpler. They also stated that news written by an expert journalist looks more professional and that news with longer text and comments may have been produced through artificial intelligence. Finally, it has been determined that they would prefer to read news written by an expert journalist because they think that news is more clear, descriptive, and objective. In addition, most expert journalists (P1, P2, P3, P5, P7, P8) stated that the news created through artificial intelligence wasn't written according to the principles of journalism, that these news headlines were much longer than the news of an expert journalist, that they contained comments, and that there were errors in sentence structures. They stated that the news written with artificial intelligence included details and, finally, that there was an approach that was far from fluidity and objectivity. Some of the answers given by the participants are as follows;

> P1: I thought that type A news was created with artificial intelligence because the news title is long, there is no objective attitude in the content, and the sentences are full of spelling mistakes. Therefore, this news cannot have been written by an expert journalist.
> P2: In the news that I think is created with artificial intelligence, there is generally an effort to give unnecessary details; their sentences aren't fluent, and they are unaware of the 5W1H rule of journalism.
> P3: Type A news is more like a test article. I don't have a colleague who wouldn't notice this. They are far from a fluent explanation, their origin wasn't specified, and they have comments.

The graph created based on the answers given by the participants after the interviews with expert journalists is as follows;

Graph 1: Considerations of expert journalists

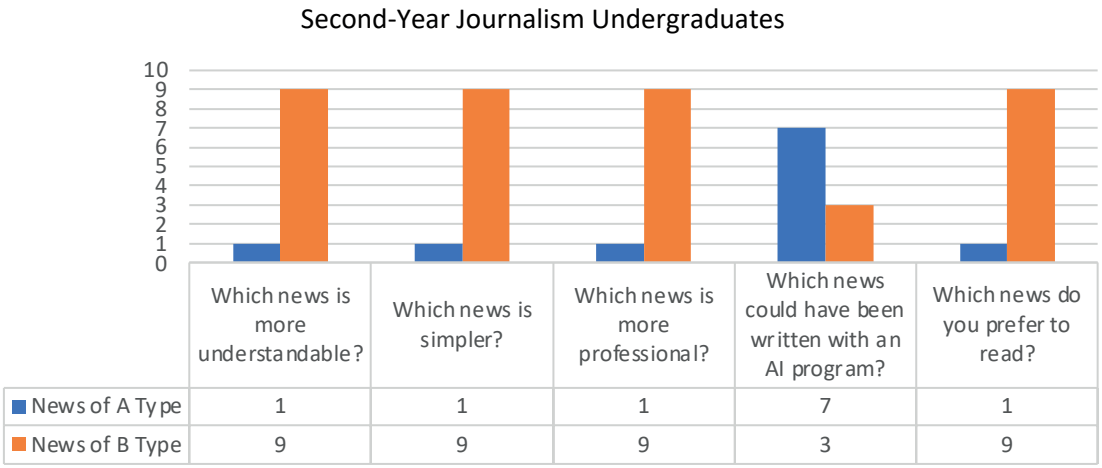


	Which news is more understandable?	Which news is simpler?	Which news is more professional?	Which news could have been written with an AI program?	Which news do you prefer to read?
News of A Type	0	0	0	10	0
News of B Type	10	10	10	0	10

Secondly, 10 second-year journalism undergraduates (P11, P12, P13, P14, P15, P16, P17, P18, P19, P20) among the participants were asked to read two news' in same category written by ChatGPT and an expert journalist. Then, they were asked questions such as which news was more understandable, which news was relatively simple, which news looked more professional, which news could have been created with an artificial intelligence program, which news they would prefer to read and what are the differences between these same two news which were written with different production methods. The same process was repeated for three different categories of news types. According to the data obtained from the interviews conducted with 10 second-year journalism students, who were determined to be between the ages of 19-23, 9 participants (P11, P12, P13, P14, P16, P17, P18, P19, P20) thought that the news written by an expert journalist was more understandable and they found it professional. 9 of the participants (P12, P13, P14, P15, P16, P17, P18, P19, P20) stated that the news texts written by an expert journalist were simpler. In line with the answers given to the question of which news could have been written with AI, 7 of the participants (P11, P12, P13, P14, P16, P17, P19) made an accurate guess. It was observed that 9 of the participants (P11, P12, P13, P14, P16, P17, P18, P19, P20) preferred to read news texts

prepared by an expert journalist. Most of the participants stated that unnecessary details were included in the news texts produced with artificial intelligence, comments were made, and the news was written in a way that was far from objectivity. In addition, it was determined that some of the participants thought that news writing techniques such as the 5W1H rule and the origin of the news were included in the news texts written by an expert journalist, thus making the news look much more professional. Within the scope of the study, the graph prepared in line with the answers given by the participants after the interviews with the participants, who were second-year students of the undergraduate journalism department, is as follows;

Graph 2: Considerations of second-year journalism undergraduates



	Which news is more understandable?	Which news is simpler?	Which news is more professional?	Which news could have been written with an AI program?	Which news do you prefer to read?
News of A Type	1	1	1	7	1
News of B Type	9	9	9	3	9

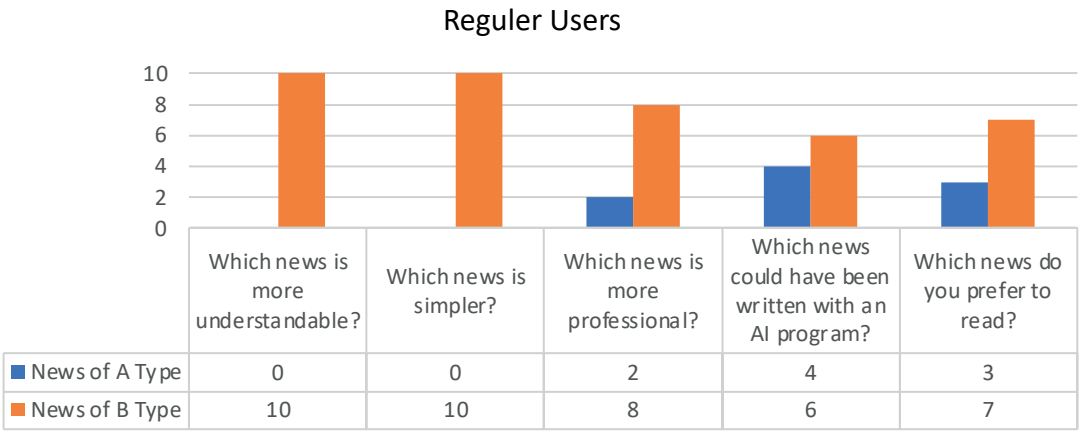
Finally, 10 regular users with different demographic characteristics (P21, P22, P23, P24, P25, P26, P27, P28, P29, P30) were asked to read two news in the same category written by ChatGPT and an expert journalist. Then, they were asked questions such as which news was more understandable, which news was relatively simple, which news looked more professional, which news could have been created with an artificial intelligence program, which news they would prefer to read and what are the differences between these same two news which were written with different production methods. The same process was repeated for three different categories of news types. According to the data obtained from the interviews conducted with 10 regular users who were determined to be between the ages of 25-59, all the participants stated that the news written by an expert journalist was more understandable and simpler. In addition, 2 of the participants (P24, P30) stated that the news created by artificial intelligence looks more professional; 8 of the participants (P21, P22, P23, P25, P26, P27, P28, P29) stated that news written by an expert journalist looked more professional. Only 4 of the participants (P22, P23, P25, P28) correctly guessed that the news created through artificial intelligence could have been created using artificial intelligence technology. These 4 participants stated that there were sentences that disrupted the flow of the news created by artificial intelligence, that spelling rules were not taken into consideration, details were included, that the plot was not constructed properly, thus creating confusion while reading the news, and that the news wasn't interpreted by an expert journalist because they had a subjective perspective, so they stated that it may have been created by artificial intelligence. It was determined that 6 of the participants (P21, P24, P26, P27, P29, P30) thought that the news created by an expert journalist might have been created by artificial intelligence. When they were asked to justify their thoughts that this news was created by artificial intelligence, it was observed that they stated that the relevant news was written in a short, clear, and understandable manner, without any comments, and that it gave the feeling that it came from the mind of a robot. Some of the participants' opinions are as follows;

> P21: I think type B news is created by artificial intelligence. Because sentences are simple and understandable. I felt like they were written by a robot.

P24: The type of news that I think was created by artificial intelligence is B. This news seems to be error-free. Therefore, I think I think it was written by an artificial intelligence.
P26: Type B news seems to come from a computer system. Humans are creatures that can make mistakes, but this news is very clear and understandable. I think they were created with artificial intelligence.

In this regard, it can be said that most of the participants, consisting of 10 regular users with different demographic characteristics, have a general opinion that artificial intelligence robots can be much more successful in accurate news writing than expert journalists. It was determined that 3 of the participants (P21, P24, P30) preferred to read news written with artificial intelligence and the reason for this was that they stated that the relevant news was written in a more open-to-interpretation and emotional tone compared to other types of news, and therefore appealed to them more. The graph prepared in line with the answers given after interviews with regular users with different demographic characteristics is as follows;

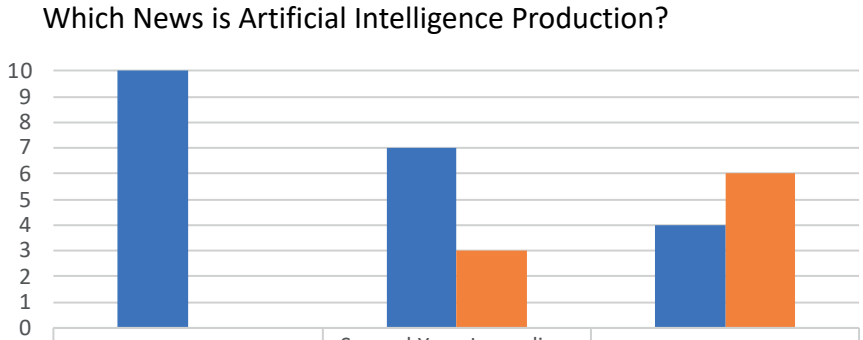
Graph 3: Considerations of regular users



	Which news is more understandable?	Which news is simpler?	Which news is more professional?	Which news could have been written with an AI program?	Which news do you prefer to read?
News of A Type	0	0	2	4	3
News of B Type	10	10	8	6	7

According to the data obtained from the interviews, it was determined that the participants' evaluations of which news could have been created with artificial intelligence differed as the participants moved away from journalism expertise. In this regard, within the framework of the research, the evaluations of 10 expert journalists, 10 second-year journalism undergraduates and 10 regular users about which news could have been created with artificial intelligence are as follows;

Graph 4: Considerations of which news is artificial intelligence production



	Expert Journalists	Second-Year Journalism Undergraduates	Regular Users
News of A Type	10	7	4
News of B Type	0	3	6

As can be seen from the graph above, since expert journalists have competence in the ethics and rules of news writing within the scope of news production, they easily understood the differences between expert journalism and artificial intelligence journalism and made accurate assessments about which news could have been written with artificial intelligence. As it has been moved away from the expertise of expert journalism, it has been observed that, for instance, second-year journalism undergraduates, who are still in the process of learning the profession of journalism, have different evaluations of which news could be created by artificial intelligence than expert journalists, and they aren't as successful as expert journalists in accurate detection. Still, most second-year journalism undergraduates made correct assessments on the topic. Finally, it was observed that regular users, who don't have sufficient knowledge about the ethics and rules of news writing, were not as successful as expert journalists and second-year journalism undergraduates in evaluating which news could have been written with artificial intelligence. Most regular users had a perception that news written objectively and by the 5W1H rule, providing clear and concise information might have been created by artificial intelligence. It is thought that the underlying factor for this is the lack of awareness of the ethics and rules of news writing, as well as the belief that the capabilities of a technological device can be much superior to that of individuals.

DISCUSSION, CONCLUSION AND SUGGESTION

There have been innovations, changes, and transformations in the field of media, as in many other fields with the development of internet technology and digitalization. Artificial intelligence algorithms and applications have allowed journalists to access information much faster and easier. Artificial intelligence applications not only provide convenience in accessing information; They also revolutionized in to be automatic journalism. In this context, news began to be produced without human labor by using artificial intelligence technology, which is defined as the ability of machines to act as intelligently as the human mind and various software was developed in this direction.

Today, media institutions and organizations use artificial intelligence technology in the context of automatic news production, as well as in many tasks, from simple tasks such as press release preparation, media monitoring, and social monitoring, to strategic communication, campaign management, and crisis management. Therefore, artificial intelligence technology provides benefits to media institutions and organizations in terms of many factors such as improving business processes, saving time, and gaining speed, and it also creates new duties and job descriptions in the media sector, such as SEO expertise, analytical expertise, and digital media management. It is an undeniable fact that every field where artificial intelligence technology is involved is undergoing change and transformation. Thus, automatic news production in the field of media through artificial intelligence technology is seen as a positive development in the context of the media benefiting from technological opportunities and not falling behind technology. In this context, the main issue is to determine how much automatic journalism, in other words, artificial intelligence journalism, overlaps with the principles of news and journalism in the context of expert journalism.

According to the data obtained from the participants, all of the expert journalists thought that the news written by an expert journalist was more understandable, simpler, and professional; They made a correct prediction by stating that the news written through the artificial intelligence tool ChatGPT were created by artificial intelligence due to the lack of compliance with news and journalism ethics and rules such as objectivity, the 5W1H rule, and the origin of the news. In addition, expert journalists, who stated that they preferred to read news written by an expert journalist as a news reader, stated that the difference in the news prepared through two different production methods emerged mostly in the style of the news. According to expert journalists, the news written through artificial intelligence technology has a style that is far from objectivity and fluency; In news written by an expert journalist, there are issues such as objectivity, fluency, conciseness, and simplicity, the 5W1H rule and the source of the news.

Most second-year journalism undergraduates stated that the news written by an expert journalist was more understandable, professional, and simpler. Among the 2nd year journalism undergraduates, 7 participants made an accurate guess, stating that the news created by artificial intelligence was created by artificial intelligence because it contained comments, had too many details, and the language wasn't professional. Three of the participants thought that the news written by an expert journalist might have been created by artificial intelligence. It

was observed that the reason for this was that these three participants believed that artificial intelligence tools could write news much more professionally than an expert journalist. It has been observed that the evaluations made by second-year journalism undergraduates, who are just learning the profession of journalism, about which news is created by artificial intelligence are different from expert journalists, and they can't make accurate determinations like expert journalists. However, it has been determined that the differences between news created by artificial intelligence and by expert journalists can generally be easily noticed by most second-year journalism undergraduates.

Finally, while all regular users think that news written by an expert journalist is more understandable and simpler; 8 of the regular users thought that the news written by an expert journalist was more professional, and 2 of them stated that the news created by the artificial intelligence tool looked more professional. Among regular users, 6 participants thought that news texts written by an expert journalist could have been created through artificial intelligence. The reason for this is that these 6 participants believe that artificial intelligence tools give short and clear information, present objective news, and don't make comments. The other 4 participants stated that the news created by artificial intelligence may have been written by an expert journalist and that this is because people can make comments, make certain mistakes while writing the news, and include details in the news content. The source of these thoughts can be shown as the fact that regular users don't know journalism ethics and rules.

According to the data obtained from the interviews conducted within the context of the research, it was determined that the news created by artificial intelligence didn't match up with the principles and rules of journalism due to reasons such as being long, containing comments, being more difficult to understand, not having a source, and not complying with the 5W1H rule. Among the participants, all expert journalists, and most second-year journalism undergraduates were able to easily and accurately distinguish the news created by artificial intelligence; It has been concluded that most regular users can't correctly distinguish the news created by artificial intelligence. In addition, most participants prefer to read news written by an expert journalist because it is more understandable and simpler.

As a result, it has been determined that the news written through ChatGPT can't fully meet the expectations of the readers regarding the news and is also not successful in the context of journalism ethics and rules. According to the findings, it is obvious that rules such as objectivity, short, simple, and understandable style, and fluent expression, origin, and 5W1H, which are the basic elements of news and journalism, are not present in the news created through artificial intelligence technology ChatGPT. Therefore, it is possible to say that although artificial intelligence technologies provide an advantage to the media sector in terms of speed and time in the context of news production, they have disadvantages such as not being able to fulfill the principles and rules of journalism today.

It is thought that in future research, it will be good to determine the impact of artificial intelligence on news writing practices and journalism principles, to determine the views, thoughts, and actions of media owners regarding artificial intelligence journalism, and to reveal problems such as journalism principles and employment concerns. In-depth interviews can be held with expert journalists and media owners in media organizations that produce news using artificial intelligence technology, and in this direction, experiences, and opinions on the use of artificial intelligence in journalism can be benefited. At the same time, future research can comparatively examine what has changed in news production practices, what is better and worse, because of news production using artificial intelligence and human expertise together, and news production using only artificial intelligence and only human expertise.

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ATTACHMENTS

1. Yapay Zeka Aracı ChatGPT ile Yazılan Haber

A Tipi Haber

Manisa Demirci'de Kızılçam Orman Yangını Kontrol Altına Alındı

Manisa'nın Demirci ilçesinde dün sabah saatlerinde çıkan orman yangını, hızlı bir müdahale sonucu kontrol altına alındı. Yangın, Demirci ilçesi Kuzuköy yakınlarındaki kızılçam orman alanında meydana geldi. Yangının sebebi henüz belli değil.

Olayın ardından Demirci Orman İşletme Müdürlüğü ekipleri hızla yangına müdahale etti. Ayrıca, yangını söndürme çalışmalarına 2 helikopter ve 1 yangın söndürme uçağı da katıldı.

Müdahale sonucu yangın büyümeden kontrol altına alındı ve orman yangını kontrol altına alındı. Orman İşletme Müdürü Mustafa Ertem, yaptığı açıklamada, ekiplerin kısa sürede müdahale ederek yangını söndürdüğünü ve 3 hektarlık kızılçam ormanının zarar gördüğünü belirtti.

Orman yangınlarının kontrol altına alınması, bölgedeki doğal alanların korunması ve yangınların etkilerinin en aza indirilmesi için yoğun bir çaba gerektiriyor. Bu olay, hızlı ve koordineli müdahalenin yangınların yayılmasını engellemede ne kadar önemli olduğunu bir kez daha gösterdi.

1.1. News Written with Artificial Intelligence Tool ChatGPT

Type A News

The Forest Fire in Kızılçam Forest in Manisa's Demirci Brought Under Control

The forest fire that broke out yesterday morning in the district of Demirci in Manisa has been brought under control thanks to a rapid intervention. The fire occurred in the red pine forest area near Kuzuköy in Demirci. The cause of the fire is not yet known.

Following the incident, teams from the Demirci Forest Management Directorate quickly intervened in the fire. Additionally, 2 helicopters and 1 fire-fighting aircraft participated in the firefighting efforts.

As a result of the intervention, the fire was brought under control without further growth, and the forest fire was brought under control. Mustafa Ertem, the Forest Management Director, stated in his remarks that the teams intervened quickly and extinguished the fire, noting that 3 hectares of red pine forest were damaged.

The containment of forest fires requires intensive efforts to protect natural areas in the region and minimize the impact of fires. This incident once again demonstrates how crucial rapid and coordinated intervention is in preventing the spread of fires.

2. Uzman Bir Gazeteci Tarafından Yazılan Haber

B Tipi Haber

Manisa'da Orman Yangını

MANİSA – Manisa'nın Demirci ilçesi yakınlarında meydana gelen orman yangınında 3 hektarlık kızılçam alanın zarar gördüğü belirtildi.

Edinilen bilgiye göre, dün sabah saatlerinde Demirci ilçesi Kuzuköy yakınlarındaki ormanlık alanda henüz belirlenemeyen bir nedenle meydana gelen yangında 3 hektarlık alan zarar gördü. Demirci Orman İşletme Müdürlüğü ekipleri ile 2 helikopter ve 1 yangın söndürme uçağının müdahale ettiği yangın büyümeden kontrol altına alındı.

Orman İşletme Müdürü Mustafa Ertem, gazetecilere yaptığı açıklamada, ekiplerin kısa sürede müdahale ettiği yangının büyümeden kontrol altına alındığını belirtti.

2.1. News Written by an Expert Journalist

Type B News

Forest Fire in Manisa

MANİSA – It was stated that 3 hectares of red pine area was damaged in the forest fire that occurred near Demirci district of Manisa.

According to the information obtained, an area of 3 hectares was damaged in the fire that broke out in the forest area near Kuzuköy in Demirci district yesterday morning for an unknown reason. The fire was intervened by Demirci Forest Management Directorate teams, 2 helicopters and 1 fire extinguishing plane, and was taken under control before it grew.

Forest Enterprise Manager Mustafa Ertem, in his statement to journalists, stated that the teams intervened in a short time and the fire was taken under control before it grew.

3. Bu araştırmada *trafik kazası, yangın ve cinayet* olmak üzere 3 ayrı kategoride toplam 6 haber hazırlanmıştır. Haberlerin yarısı yapay zekaya yazdırılmış diğer yarısı ise bir uzman gazeteci tarafından yazılmıştır. Araştırma kapsamında gerçekleştirilen görüşmeler doğrultusunda katılımcılara bir tarafında yapay zekayla yazılmış diğer tarafında uzman gazeteci tarafından yazılmış aynı içerikli haberlerin bulunduğu bir form okutturulmuş, bu işlem 3 ayrı kategori için tekrar edilmiştir. Katılımcılardan form üzerindeki haberleri okumalarının ardından aşağıdaki soruları dikkatlice okuyup cevaplamaları istenmiştir;

Sorular

1. Sizce trafik kazası kategorisine ait haberlerden hangisi daha anlaşılırdır?

1.1. Sizce bu haberlerden hangisi daha basit yazılmıştır?

1.2. Sizce bu haberlerden hangisi daha profesyonel yazılmıştır?

1.3. Siz bir haber okuyucusu olarak önünüzdeki bu iki haber metninden hangisini okumayı tercih edersiniz?

1.4. Bu haberler arasında sizce göze çarpan farklılıklar nelerdir?

1.5. Sizce bu haberlerden hangisi yapay zeka teknolojisi kullanılarak oluşturulmuştur?

1.6. Belirlediğiniz haberin yapay zeka teknolojisi kullanılarak yazılmış olduğunu nasıl fark ettiniz? Farklılık oluşturan unsurları örneklendirebilir misiniz? (yazım tarzı, noktalama, kelime tercihi, sanallık, basitlik, dizilim, 5N1K kuralı, yazım yanlışlığı vb.)

3.1. *In this research, a total of 6 news articles were prepared in 3 different categories: traffic accidents, fires, and murders. Half of the articles were generated by artificial intelligence, while the other half were crafted by expert journalists. Participants were asked to read a document containing articles with identical content, one written by artificial intelligence and the other by an expert journalist, for each of the 3 categories. Following this reading exercise, participants were instructed to thoroughly read and respond to a series of questions.*

Questions

1. Which of the news do you think is more understandable?

1.1. Which of these news do you think is written more simply?

1.2. Which of these news do you think was written more professionally?

1.3. As a news reader, which of these two news texts would you prefer to read?

1.4. What do you think are the notable differences between these news stories?

1.5. Which of these news do you think was created using artificial intelligence technology?

1.6. How did you realize that the news you specified was written using artificial intelligence technology? Can you give examples of the factors that make the difference? (writing style, punctuation, word choice, formality, simplicity, sequence, 5W1H rule, spelling mistakes, etc.)

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